DOCUMENT RESUME

ED 403 887 IR 056 259

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TITLE Technical Services and the World Wide Web.
PUB DATE 26 Apr 96
NOTE 7p.; A downloaded version of one of 29 conference papers (for those in ERIC, see IR 056 258-274) placed on the Internet under the following overall title: "Untangling the Web. Proceedings of the Conference Sponsored by the Librarians Association of the University of California, Santa Barbara, and Friends of the UCSB Library" (Santa Barbara, CA, April 26, 1996).
AVAILABLE FROM Electronic version: http://www.library.ucsb.edu/untangle/
PUB TYPE Reports - Evaluative/Feasibility (142) -- Speeches/Conference Papers (150)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS Access to Information; Cataloging; Classification; Information Networks; *Information Sources; Internet; *Librarians; Library Acquisition; *Library Technical Processes; Online Searching; *World Wide Web
IDENTIFIERS Library of Congress

ABSTRACT

The World Wide Web and browsers such as Netscape and Mosaic have simplified access to electronic resources. Today, technical services librarians can share in the wealth of information available on the Web. One of the premier Web sites for acquisitions librarians is AcqWeb, a cousin of the AcqNet listserv. In addition to interesting news items, access is provided to bibliographic utilities, online library catalogs, the Library of Congress, some general reference sources, and other Web sites. Vendor and publisher home pages have become an excellent source for verification and collection development tools. Other online services to assist with the acquisitions process include a currency converter that provides the currency equivalents for American dollars, Canadian dollars, English pounds, and German marks. It is also possible to obtain digital alternatives to print copies for some titles. The dependence of the library community on shared cataloging makes it critical that catalogers abide by the same standards, which means using the Library of Congress classification system. In addition to Marvel, the Library of Congress Gopher, the Library of Congress has a home page on the Web which features a number of resources of interest to technical services. Another important resource for catalogers is the OCLC web site. While serials librarians will find many of the resources related to acquisitions and cataloging of considerable interest, there are also home pages with a distinctly serials focus. One of the best ways for technical services staff to have access to Web-based electronic resources is to create a technical services home page. For librarians, the Web is no longer a novelty, it is quickly becoming an indispensable tool. A list of 33 URLs (Uniform Resource Locators) for selected technical services sites on the Web is also included. (AEF)

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Technical Services and the World Wide Web

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Abstract

The appeal of the World Wide Web and ease of use of browsers such as Netscape have made Web access for the public a popular service in many libraries. Also, Reference staff are increasingly turning to the Web as a resource for answering questions. Not to be overlooked, however, is the wealth of information available on the Web that is of interest to Technical Services librarians and staff. Resources for acquisitions, cataloging and serials are presented, along with a recommendation to create a Technical Services home page to combine local information with access to remote sites.

The World Wide Web and browsers such as Netscape and Mosaic have simplified access to electronic resources. If a library today doesn't already provide this service to its patrons, it is likely that staff are in the process of planning to do so. The simplicity of a point and click approach, and the appeal of attractive and colorful graphics have captured the imagination of both library staff and users. Reference librarians have found the Web to be a rich source of information to supplement print and other resources available to them.

Today Technical Services librarians can share in the wealth of information available on the Web. The Internet is no longer the province of academics and researchers, and with a growing commercial presence, access is provided to many of the vendors and the services with which Technical Services staff must routinely deal. A good introduction to acquisitions and cataloging resources on the Web may be found at a site created by the Internet Public Library. (1). Another basic online source for Technical Services is the Library of Congress Gopher, Marvel (2), which includes menu options for cataloging, acquisitions, and preservation. While LC has a Web home page, at this time it does not include all of the resources available on Marvel.

Acquisitions

One of the premier Web sites for Acquisitions librarians is AcqWeb (3), a cousin of the AcqNet listserv. In addition to interesting news items, access is provided to bibliographic utilities, online library catalogs, the Library of

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Congress, some general reference sources, and other Web sites. An alphabetic directory provides e-mail addresses for publishers and vendors. One can scroll through the listings or use an express search feature to go quickly to the desired entry. Also included is access to Web (or Gopher) sites maintained by a number of vendors.

A home page on the World Wide Web has become an important tool for publishers in today's competitive market. Almost every major publisher has a presence on the Web, and competition is fierce to create attractive and informative sites to appeal to potential buyers. As a result vendor and publisher home pages have become an excellent source for verification and collection development tools. The kinds of information which may be found at many Web sites to support these functions include:

Publishers' catalogs, some organized by subject; the capability may be available to do keyword searching of the catalog
Announcement of new publications, including descriptions, summaries, reviews
Tables of contents and sample chapters from books
Special promotions and offers, even contests; some are publicized only on the Web
The ability to order titles online
Information to assist with approval plan management
Author information, perhaps with photos or the opportunity to actually hear authors speak about their works; some authors have created their own home page
Guidelines for submission and other information for authors

There is also a wealth of information about the publishers and vendors including:

History of the company
Names of company representatives, possibly with links to their own home page and/or their e-mail address
Press releases
Company annual reports
Employment opportunities with the company
FAQs (Frequently Asked Questions) and basic online technical support
Conferences where the company will be exhibiting
Booksellers offering the publisher's titles (in one case available by entering the area code or state abbreviation for the location desired)
Opportunity to sign up for e-mail notices or online newsletter from the company

Many publisher and vendor home pages end with an invitation to the viewer to provide feedback. Companies want to make it as easy as possible for librarians and others to do business with them. Of special interest to academic librarians is the site maintained by the Association of American University Presses (4). Also, be sure to check Yahoo's list of publishers (5) on the Web. It is organized by subject and supports keyword searching. Routinely included is information on how to order titles from the publisher or vendor. In some cases the capability may exist to order online. Where this service is available it may be necessary to set up an account with the vendor, which requires entering a password to permit online ordering.

Other online services available to assist with the acquisitions process include a handy currency converter (6), that provides the currency equivalents for American dollars, Canadian dollars, English pounds, and German marks. Both United Parcel Services (7) and Federal Express (8) have home pages with information on shipping and receiving.

While the remarks above have generally applied to print publishers, it's also possible to obtain digital alternatives to print copies for some titles. Check out Dial-a-Book (9), which permits users to browse excerpts (some with tables-of-contents) in ASCII and then download complete books in Adobe Acrobat 2.0 PDF. LC's Web site provides links to a number of electronic texts (10), including a listing of works by specific authors, and several poetry sites on the Web.

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Cataloging

The dependence of the library community on shared cataloging makes it critical that catalogers abide by the same standards. In this country that means following LC practice in the use of the LC classification system, LC name and subject headings, and the interpretation of AACR2. To assist catalogers a number of important resources are available through Marvel (11), the Library of Congress Gopher. There is a list of key contact people at LC, along with their e-mail addresses. Information on cooperative cataloging programs (such as NACO and NCCP) is included. There is a section for reports and papers of the LC Cataloging Directorate, including their online newsletter. Information on format integration and guidelines for the use of the 856 field (electronic location and access) are available. One of the most frequently consulted resources is the weekly listing of new and changed LC subject headings from January, 1995, to the present.

In addition to Marvel, the Library of Congress (12) has a home page on the Web which features a number of resources of interest to Technical Services. The section on Research and Collections Services provides links to LOCIS (LC's public access catalog), to an FTP site maintained by LC, and to Marvel. The section on Cataloging and Related Standards provides access to the MARC home page. This includes MARC documentation, archives of the USMARC listserv, and a number of discussion papers and proposals from the MARC Advisory Committee. Also available are home pages from the Cataloging Directorate and the Program for Cooperative Cataloging.

Another important resource for catalogers is the OCLC web site (13). The developers have provided multiple paths to a number of files, but the most expedient approach is to click on Products and Services, then go to Collections and Technical Services. User documentation plus announcements, news releases and publications of particular interest to catalogers may all be found here. Also available are forms to make change requests and report duplicates, along with a description of products and services for catalogers - including PromptCat and authority control services. Look under Documentation and Forms for technical bulletins, MARC code lists, and an online version of Bibliographic Format and Standards. A query box is available on some screens to facilitate keyword searching or to permit the user to browse a word list.

Other categories of information on the OCLC home page include information about the organization including a concise history, employment opportunities, and online versions of the OCLC newsletter. There is an option to connect to services such as EPIC and FirstSearch, but the user must be authorized and have a password to access these databases. However, demonstration versions of InterCat and NetFirst are available. Offices Around the World provides a listing of OCLC divisions, regional networks, and international distributors of OCLC services. In several cases it's possible to send e-mail to an OCLC division or consult the home page of one of the networks.

It is often helpful to catalogers to check bibliographic records created by other libraries for examples of classification numbers, assigned subject headings, descriptive cataloging conventions, and also to assist with authority work. Links to sites such as MELVYL and Ohiolink provide access to large online union catalogs that are a rich source of numerous examples. A Web version of Hytelnet (14) is now available to search these and other catalogs. An especially useful site is LC's Z39.50 gateway (15), which provides a common search interface to the catalogs of over 100 institutions. Also included is a query box for searching the catalog of the Library of Congress. Though not as flexible and powerful as searching LOCIS directly, it has the virtue of simplicity.

Libraries wanting to provide Web based tools to catalogers may wish to look at sites at the University of Indiana (16), University of Michigan (17), and the University of Virginia (18). All three are good examples of organization and show the breadth and scope of online cataloging resources available that range from listings of country and language MARC codes to the LC cutter table. More specialized home pages are also available, including one for serials catalogers (19) and one to assist in the cataloging of foreign language materials (20). Catalogers may wish to look at the Web site for Cataloging and Classification Quarterly (21), which includes the table of contents for each recent issue and abstracts where available.

Serials

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While Serials Librarians will find many of the resources related to acquisitions and cataloging of considerable interest, there are also home pages with a distinctly serials focus. One of the more interesting is Serials in Cyberspace (22), which provides links to sites with electronic journal collections as well as a number of services. There is a link to a back issues and exchange service, along with access to a site on ISSNs, "Taming the Serials Jungle with the ISSN." The complete text of Marcia Tuttle's respected Newsletter on Serials Pricing Issues (23) dating back to 1989 is available on the Web.

Serials Librarians will find that many of the vendors with whom they routinely deal are now represented on the Web. This includes major subscription agents like EBSCO (24), whose Web site has a good section on electronic services for serials management. The FAXON (25) site includes subscription price projections, including preliminary data for next year. USBE (26) has its entire back issues shelf list of titles available to member libraries on the Web. UMI (27) lists all newspapers and serials available through its Serials Division, and Elsevier (28) includes a section on electronic publications and services, along with tables of contents of selected journals and instructions to authors. These brief remarks do not even address the fact that serials publishing on the Web has become increasingly more common. Journals may be issued both in print and electronically, but in some cases only in an online version.

The Technical Services Home page

One of the best ways for Technical Services staff to have access to the many Web-based electronic resources available is to create a Technical Services home page. This can be customized to meet the needs of a given institution, and with the addition of local information, will be an indispensable tool for staff. Good suggestions for both organization and content are available by looking at the home pages of other institutions. Of particular note are those at the University of Washington (29), Queens University in Canada (30), Massachusetts Institute of Technology (31), Colby College (32), and University of California, San Diego (33).

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With Web access to local policies and procedures it's much easier to keep documentation current, and to be assured that all staff are working from up-to-date procedures. A departmental calendar which includes staff vacations is useful to have online. Access to departmental goals along with annual reports and statistics is a good way to keep others in the library apprised of Technical Services' accomplishments. Individual staff might want their own home page, which could include at a minimum contact information, schedule, and job responsibilities. And save a few trees by using the Web rather than distributing paper copies of minutes.

A number of the remote sites which might be included on a Technical Services home page have already been mentioned. Other additions would be journals and newsletters dealing with issues of concern to Technical Services librarians and staff. Include a link to the Listserv archives of interest to Technical Services. Your local system vendor likely has a home page, so be sure to add that. You may find the names of key contact people, information on system enhancements, and possibly an opportunity to try out new system features. Also, consider including a link to ALA's home page.

For librarians the Web is no longer a novelty, but is quickly becoming an indispensable tool. As has been demonstrated a number of Web sites address Technical Services needs and interests. Staff with access to the Web have the advantage of consulting essential resources from their desktop to help in doing their jobs more efficiently

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• and effectively.

URLs for Selected Technical Services Sites on the World Wide Web

1. "Internet Public Library"
   [http://ipl.sils.umich.edu/svcs/onthejob/techsvcs.html].
2. "LC Marvel"
   [gopher://marvel.loc.gov:70/11/services].
3. "AcqWeb"
   [http://www.library.vanderbilt.edu/law/acqs/acqs/html].
4. "Association of American University Presses"
   [http://aaup.princeton.edu].
5. "Yahoo's List of Publishers"
   [http://www.yahoo.com/Business/Corporations/Publishing].
6. "Universal Currency Converter"
   [http://www.xe.net/currency].
7. "United Parcel Service (UPS)"
   [http://www.ups.com]
8. "Federal Express"
   [http://www.fedex.com].
9. "Dial-a-Book"
   [http://dab.psi.net/dialabook].
10. "LC's Electronic Texts"
    [http://lcweb.loc.gov/global/etext].
11. "LC's Cataloging Section"
    [gopher://marvel.loc.gov:70/11/services/cataloging].
12. "Library of Congress"
    [http://lcweb.loc.gov]
13. "OCLC"
    [http://www.oclc.org]
14. "Hytelnet"
    [http://library.usask.ca/hytelnet].
15. "LC's Z39.50 Gateway"
    [http://lcweb.loc.gov/z3950].
16. "Cataloging Resources"
    [http://www.indiana.edu/~libresd/resource/library/cataloging].
17. "Original Cataloging Home Page"
    [http://www.lib.umich.edu/libhome/ocu].
18. "University of Virginia"
    [http://www.lib.virginia.edu:80/cataloging].
19. "Tools for Serials Catalogers"
    [http://www.library.vanderbilt.edu/ercelawn/serials.html].
20. "Cataloging Foreign Language Materials"
    [http://www.vt.edu:10021/B/bertel/catalog.html].
21. "Cataloging and Classification Quarterly"
    [http://stirner.library.pitt.edu/~haworth/ccq.html].
22. "Serials in Cyberspace: Collections, Resources and Services"
    [http://www.uvm.edu/~gmaclenn].
23. "Newsletter on Serials Pricing Issues"
    [http://sunsite.unc.edu/reference/prices/prices.html].
24. "EBSCO Information Services"

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[http://www.ebsco.com].
25. "Faxon"
[http://www.faxon.com]
26. "United States Book Exchange (USBE)"
[http://www.usbe.com]
27. "UMI Serials Division"
[http://www.umi.com/serials/index.htm].
28. "Elsevier"
[http://www.elsevier.nl].
29. "University of Washington Libraries, Staff Home Page"
[http://staffweb.lib.washington.edu].
30. "Queens University Libraries, QTECH Web"
[http://stauffer.queensu.ca/techserv/qtechweb.html].
31. "MIT Libraries, Collection Services"
[http://macfadden.mit.edu:9500/colserv].
32. "Colby College Libraries, Technical Services Department"
[http://www.colby.edu/library base/tech.serv/tsd.html].
33. "Technical Processing Online Tools (UCSD)"
[http://tpot.ucsd.edu].

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